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MC CABE & ALLEN

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FILE

THE CONNER CENTER
9105 OWENS DRIVE
POST OFFICE BOX 2126
MANASSAS PARK, VIRGINIA 22111
(703) 361-2278
FACS (703) 361-0594

Thomas J. McCabe
Robert G. Allen
Denise B. Moline

Douglas W. Harold, Jr.
Lloyd D. Young
Of Counsel

2000 L STREET, N.W.
SUITE 200
WASHINGTON, D.C. 20036
(202) 452-7872
Telex 373-0708
FACS (202) 833-3843

Direct Correspondence to
office.

Virginia

May 10, 1991

RECEIVED

MAY 10 1991

Ms. Donna R. Searcy, Secretary
Federal Communications Commission
1919 M Street, N.W., Room 222
Washington, D.C. 20554

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Re: MM Docket 91-10 ✓
Baldwin, Florida
M&A #15111

Dear Ms. Searcy:

On behalf of Charley Cecil and Dianna Mae White, d/b/a White Broadcasting Partnership, there is transmitted herewith an original plus six (6) copies of the Applicant's Diversification and Integration Statement in the above-referenced Docket proceeding for a new FM Station at Baldwin, Florida.

Should there be any question regarding the attached Diversification and Integration Statement, please contact the undersigned.

Very truly yours,


Denise B. Moline

DBM:wp
Attachment

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BEFORE THE

ORIGINAL
FILE

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Federal Communications Commission

MAY 10 1991

WASHINGTON, D.C.

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

In re Applications of
Charley Cecil & Dianna
Mae White, d/b/a
WHITE BROADCASTING PARTNERSHIP
et al.

For Construction Permit
for a new FM Station, Channel 289A
Baldwin, Florida

To: Honorable Edward Luton
Administrative Law Judge

MM DOCKET NO. 91-10 ✓

FILE NO. BPH-891214MM

**DIVERSIFICATION AND INTEGRATION STATEMENT OF
CHARLEY CECIL & DIANNA MAE WHITE, d/b/a
WHITE BROADCASTING PARTNERSHIP**

Charley Cecil & Dianna Mae White, d/b/a WHITE BROADCASTING PARTNERSHIP ("White") hereby respectfully submit the instant Diversification and Integration Statement in compliance with the Presiding Judge's Order, FCC 91M-1455 (Released April 26, 1991).

Diversification

1. White Broadcasting Partnership, and its principals, Charley and Dianna Mae White, have no ownership interest in any other media of mass communications. Charley White is employed as Station Manager at Station WJXR-FM, Macclenny, Florida, and has pledged to resign that position in the event that White is granted a construction permit for a new FM Station at Baldwin, Florida. The diversification information contained in White's Application and amendments thereto is

complete and accurate at present.

Integration

2. 100% full-time Integration Credit is claimed for the full-time participation of White's partners, as follows:

Charley White

3. Quantitative Integration Credit. Charley White, 50% General Partner of White Broadcasting Partnership, will work at the station as the General Manager and Sales Manager. He will be employed as the General Manager and Sales Manager for a minimum of 40 hours per week, on a day-to-day basis. As the General Manager, he will be responsible for hiring, training, and supervision of all station staff, and will be ultimately responsible for all administrative and budgetary matters, and for technical operations of the station. As the Sales Manager, Mr. White will be responsible for all advertising sales and contracts, and for management of all stations sales staff. Accordingly, White claims 50% full time quantitative integration credit for the proposed integration of Mr. White.

4. Local Residence. Mr. White has resided within the 1 mV/m signal contour, just outside (within 1000 feet) of the 3.16 mV/m signal contour, of the proposed station since August of 1981, and will claim a comparative credit for his service area residency. Mr. White lived at 60 North 7th Street, Macclenny, Florida, from August 1981 to March 1983. As of March 1983, he has lived at 707 Newport Street, Macclenny.

5. Civic Activities. Mr. White claims comparative qualitative enhancement credit for his involvement in the following civic organizations serving Baldwin and the surrounding area:

1980 - Present	Volunteer work with the following charitable organizations: Muscular Dystrophy Special Olympics Volunteer work with local civic events: Centennial Celebration Shine Day Get out the Vote
1981 - Present	Baker County Chamber of Commerce (representative for Station WJXR): served on the Shop at Home Committee, 1983.
1984 - 1986	Baker County Democratic Executive Committee Member at Large.
1990 - Present	Jacksonville Chamber of Commerce (includes Baldwin, Florida within its jurisdiction)
1990 - Present	Committee of 100 - Area committee whose objective is to create new jobs and new investments for the area.

6. Broadcast Experience. Mr. White has extensive broadcast experience, and will claim comparative qualitative enhancement credit for this experience:*

3/65 - 8/66	WPFR (FM), Terre Haute, IN. Part time weekend Announcer while in high school.
1/67 - 6/69	WLCO (AM), Eustis, FL. Full time Announcer, Music Director.
7/69 - 6/70	WDLP (AM)/WPAP (FM), Panama City, FL. Morning show and production. (full time)
2/70 - 10/72	WZST (AM), Leesburg, FL. Morning show and

sales. (full time)

11/72 - 9/73 WHOO AM/FM, Orlando, FL. Announcer (full time).

10/73 - 9/74 KOOO (AM), Omaha, NB. Announcer, Sales and Production (full time).

10/74 - 4/75 KIBC (FM), Ogallala, NB. General Manager.

5/75 - 5/76 KOIL (AM)/KEFM (FM), Omaha, NB. News Director.

5/76 - 6/77 WCRJ (AM)/WJEE (FM), Jacksonville, FL. Startup, Announcer, and Sales (full time).

6/77 - 4/80 WVOJ (AM), Jacksonville, FL. Music Director, Assistant Program Director, Announcer.

4/80 - 8/80 Oak Productions, Los Angeles, CA. Promotion and Production Assistant (full time)

9/80 - Present WJXR (FM), Macclenny, FL. Station Manager, Announcer (full time). (Mr. White worked for a brief 5-6 week period in 1981 for Station WQIK (FM), Jacksonville, Florida, but returned to WJXR (FM) in 1981.) As set forth above, Mr. White will resign his position with WJXR (FM) if White is granted a construction permit for a new station at Baldwin, Florida.

*Dates, especially in 1960's and 70's, are approximate.

Mr. White also holds a Federal Communications Commission General Radiotelephone Operator License, #PG-7T-8109.

Dianna Mae White

7. Quantitative Integration Credit. Dianna Mae White, 50% General Partner of White Broadcasting Partnership, will work full time, a minimum of 40 hours per week, as the Operations Manager and the Program Director of the proposed station. She will also be responsible for implementation of the Station's EEO Program. As the Operations Manager, Mrs.

White will be responsible for supervision of all day-to-day station operations and all station staff, including all remote broadcast operations, and will supervise traffic and bookkeeping. As the Program Director, she will be responsible for the station's format, including formulation of the station's overall format, and for formulation and implementation of the day-to-day programming for the station, including station advertising, news, public interest programming, and music programming. Accordingly, White claims 50% fulltime quantitative integration credit for the proposed integration of Mrs. White.

8. Female Preference. Mrs. White is female, and will claim a comparative preference on this basis.

9. Local Residence. Mrs. White has resided within the 1 mV/m service contour, just outside (within 1000 feet) the 3.16 mV/m service contour of the proposed station since 1981, and will claim comparative credit for service area residency.

10. Civic Activities. Mrs. White has been involved in, and claims qualitative enhancement credit for the following civic activities in the service area of the proposed station:

1990 - Present	Jacksonville Chamber of Commerce (includes Baldwin, FL. in its jurisdiction).
1990 - Present	Committee of 100 - Area committee whose objective is to create new jobs and new investments for the area.
1986 - 1987	Service on the Job Evaluation Committee at Ranger Transportation
1986 - 1987	Service on the Owner Operator Committee

at Ranger Transportation.

11. Broadcast Experience. Mrs. White has experience with unpaid production work for stations at which Charley White has been employed. Her experience includes voice-over work during productions of advertising programs; assistance with remote productions through management of support staff and services for the technicians involved, and assistance with equipment set-ups.

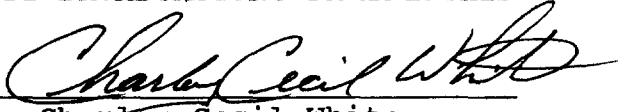
12. Other Management Experience. Mrs. White is presently employed as Manager of Permits and Licensing for Ranger Transportation, a national trucking company. In that position, she is responsible for arranging permits and licenses required for all vehicles from the ICC, DOT, EPA, and state licensing agencies through the United States, and government agencies in Canada, including permitting for hazardous material, radioactive material, low-specific radioactive waste and explosives. If White Broadcasting Partnership is granted a construction permit for a new FM Station at Baldwin, she will resign that position approximately two weeks prior to the start of program testing for the new facility.

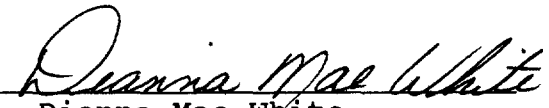
Auxiliary Power

White proposes to use auxiliary power at both the transmitter and studio sites in order to ensure continuous station operation in the event of an emergency.

Respectfully submitted,

Charley Cecil & Dianna Mae White
d/b/a
WHITE BROADCASTING PARTNERSHIP

By: 
Charley Cecil White
General Partner

By: 
Dianna Mae White
General Partner

McCabe & Allen
9105B Owens Drive
P.O. Box 2126
Manassas Park, VA 22111

(703) 361-2278

May 10, 1991

CERTIFICATE OF SERVICE

I, Elizabeth A. Buckley of the Law Firm of McCabe & Allen, do hereby certify that I have caused to be served, this 10th day of May, 1991, by First-class mail, postage prepaid, a copy of the foregoing "Diversification and Integration Statement of White Broadcasting Partnership" on the following:

- * Honorable Edward Luton
Administrative Law Judge
Federal Communications Commission
2000 L Street, N.W., Room 225
Washington, D.C. 20554
- * Paulette Laden, Esq.
Hearing Branch
Federal Communications Commission
2025 M Street, N.W., Room 7212
Washington, D.C. 20554
Counsel for the Mass Media Bureau

David Honig, Esq.
1800 N.W. 187th Street
Miami, FL 33056
Counsel for Peaches Broadcasting, Ltd.

Arthur Belendiuk, Esq.
Smithwick & Belendiuk, P.C.
2033 M Street, N.W., Suite 207
Washington, D.C. 20036
Counsel for Douglas Johnson

James L. Winston, Esq.
Rubin, Winston & Diercks
1730 M Street, N.W., Suite 412
Washington, D.C. 20036
Counsel for Northeast Florida Broadcasting Corp.

Avelino G. Halagao, Esq
7799 Leesburg Pike, Suite 900
Falls Church, VA 22043
Counsel for Jem Productions, Ltd. Partnership

Federal Aviation Administration
Office of Chief Counsel, AGC-230
800 Independence Avenue, S.W.
Washington, D.C. 20591


Elizabeth A. Buckley

*Courtesy Copy, Hand-delivered